

Amendments To The Claims:

The text of all pending claims (including withdrawn claims) is set forth below. Cancelled and not entered claims are indicated with claim number and status only. The claims as listed below show added text with underlining and deleted text with strikethrough. When strikethrough cannot easily be perceived, or when five or fewer characters are deleted, [[double brackets]] are used to show the deletion. The status of each claim is indicated with one of (original), (currently amended), (canceled), (withdrawn), (new), (previously presented), or (not entered).

Please CANCEL claims 1-15 and 22-32 and add NEW claims 33-65 without prejudice or disclaimer in accordance with the following:

Listing of Claims:

1-32 cancelled

33. (new) A method for delivering a time and location specific weather-related advertisement to an individual, the method comprising:

- a. determining a nowcast for said individual based on an individual's location and time;
- b. sending said nowcast to a Rule Engine;
- c. providing user information and advertiser information to said rule engine;
- d. abstracting said weather based advertisement according to at least one rule in said Rule Engine ; and
- e. delivering said weather based advertisement to said individual.

34. (new) The method of claim 33 wherein said user location and time of day is automatically obtained from a wireless device requesting said nowcast.
35. (new) The method of claim 34 wherein said wireless device is selected from the group consisting of a mobile telephone, portable device, PDA, mp3 player, mobile processing unit, mobile computing unit.
36. (new) The method of claim 33 wherein said Rule engine obtains external data is selected from the group consisting of weather information, advertiser information and user information.
37. (new) The method of claim 36 wherein said external weather information is selected from the group consisting of national and international meteorological agency, independent meteorological supplier and a private meteorological data.
38. (new) The method of claim 33 wherein said user information is selected from the group consisting of historical data, preferences, brand loyalty, hobbies, marital status, age, sex, health, consuming habits, or family status.
39. (new) The method of claim 38 wherein said advertiser data is obtained from said advertiser or from a third party.
40. (new) The method of claim 33 wherein said advertiser data is selected from the group consisting of advertisement, advertisement rule, end user characteristics, target audience information, delivery mode and advertisement media.
41. (new) The method of claim 33 wherein said at least one rule is abstracted from a rule engine matrix.
42. (new) The method of claim 41 wherein said matrix comprises data relating to user information, advertiser data, and nowcast weather information.
43. (new) The method of claim 33 wherein said advertisement is delivered to a display.

44. (new) The method of claim 43 wherein said display is associated with a device selected from the group consisting of a computer, wireless device, mobile telephone, billboard, interactive television, a hoarding, a sign, portable device, embedded device, PDA, and a displayed Web page.
45. (new) The method of claim 44, wherein said wireless device comprises a display screen, and wherein said advertisement is displayed in conjunction with said nowcast on said display screen.
46. (new) The method of claim 33, wherein said advertisement is selected according to a plurality of rules by said rule engine.
47. (new) The method of claim 33, wherein said rule engine comprises a learning engine for learning at least one aspect of the user information. preference(s) and/or consuming habit(s) according to the weather.
48. (new) The method of claim 47, wherein said learning engine compiles said advertisement specific to nowcast parameters, user information and advertiser information.
49. (new) The method of claim 33 wherein said advertisement is delivered in the form selected from the group consisting of text, coupon, animation, video, audio, storyboard and picture.
50. (new) The method of claim 33 wherein said advertisement is delivered via wireless communication protocol.
51. (new) The method of claim 33, wherein the advertisement is delivered to a plurality of individuals having at least one similar characteristic.
52. (new) The method of claim 33, further comprising: determining efficacy of an advertisement on a consumer activity of the individual by said rule engine.
53. (new) The method of claim 52 wherein an advertisement is updated according to said efficacy report.

54. (new) A system for providing weather-related advertising to a user through an electronic device, comprising: (a) a nowcast weather server for providing a time and location specific forecast ; (b) an advertising rule engine for determining an advertisement according to nowcast, a user and advertiser,; and(c) a server for delivering said advertisement to the electronic device.
55. (new) The system of claim 54, wherein said rule engine further comprises a database for storing at least one user characteristic and for selecting said advertisement also according to said user characteristic.
56. (new) The system of claim 55, wherein said rule engine comprises an advertising matrix for selecting said advertisement according to a plurality of rules.
57. (new) The system of claim 56, wherein said rule engine comprises a plurality of target groups and wherein said advertising matrix selects a target group for the end user, such that said advertisement is selected according to said target group.
58. (new) The system of claim 56, wherein said advertising matrix further comprises a story builder for building an advertisement according to a plurality of components.
59. (new) The system of claim 58, wherein said advertising matrix further comprises an animation matrix for providing a plurality of animated components, such that said plurality of components for building said advertisement comprise animated components.
60. (new) A method for creating a weather based adaptive advertisement comprising:
- a. Providing a weather parameter and advertiser guidelines;
 - b. Constructing an animation matrix;

- c. Determining a target audience; and
 - d. Constructing the advertisement with a story builder by using said animation matrix, said weather parameter and said advertiser guidelines.
61. (new) A method for creating a weather based demand curve using a learning engine comprising:
- a. defining consumer groups;
 - b. determining at least one or more user parameters of said consumer group;
 - c. obtaining user online and historic user behavior;
 - d. extract online nowcasting and forecasting information as well as historical, actual readings, nowcasting and forecasting;
 - e. matching user behavior with relevant weather information; and
 - f. analyzing said user behavior with respect to exact meteorological parameter and range of parameters.
62. (new) The method of claim 61 whercin said user parameters are selected from the group consisting of age, gender, location, historical data, preferences, brand loyalty, hobbies, marital status, health, consuming habits and family status.
63. (new) The method of claim 61 wherein said weather forecast is a nowcast.
64. (ncw) A method for abstracting a weather and nowcast based user interactive game wherein said user predicts a weather parameters for a given location on a certain time period.
65. (new) The method of claim 64 wherein said game is selected from the group consisting of: a guessing game, and a virtual reality game.